



# Wisconsin Economic Development Corporation (WEDC)

## Agency Dashboard Performance

### Economic Development

#### Businesses served - financial

**Metric Definition:** The number of WEDC financial awards committed to businesses.



Goal Met	Current	Previous	Target	Trend
	90	41	45	

**Reporting Cycle** Quarterly (April 1, 2017 - June 30, 2017)

**Additional Details** Derived from all WEDC programs that provide financial assistance to Wisconsin businesses in FY17. Data shows the first half of the year is expected to be lower than the second half.

#### Communities served - financial

**Metric Definition:** The number of WEDC financial awards committed to communities.



Goal Met	Current	Previous	Target	Trend
	43	15	17	

**Reporting Cycle** Quarterly (April 1, 2017 - June 30, 2017)

**Additional Details** Derived from all programs that financially assist Wisconsin communities in FY17.

#### Leveraged investment - expected

**Metric Definition:** The ratio of additional investment expected to be leveraged as a result of WEDC's financial commitments.

Goal Met	Current	Previous	Target	Trend
	9 to 1	9 to 1	8 to 1	



**Reporting Cycle** Semiannual (January 1, 2017 - June 30, 2017)

**Additional Details** Project leverage for WEDC programs where leverage is an expected outcome. Using a six-month reporting cycle paints a more accurate picture due to the significant fluctuations when using shorter timeframes. The metric is the expected ratio, expected proportion, and ratio of additional investment leveraged as a result of WEDC's financial commitments.

### Efficient & Effective Services



#### Application timeline

**Metric Definition:** Average number of calendar days from completed application to contract date.



Goal Met	Current	Previous	Target	Trend
	62	108	60	



**Reporting Cycle** Quarterly (April 1, 2017 - June 30, 2017)

**Additional Details** Metric revised from previous quarters. The definition changed from when the contract was awarded to when the contract date. The average number of days from receipt of a completed application to when the contract is executed. It is typical to see significant fluctuations based on factors like complexity of projects and agency requirements.

Loan default rate				
<b>Metric Definition</b>	Percentage of loans in default.			
Goal Met	Current	Previous	Target	Trend
	11.6%	17.1%	7.5%	
<b>Reporting Cycle</b>	Quarterly (April 1, 2017 - June 30, 2017)			
<b>Additional Details</b>	Percentage of loans past due (90+ days) in principal on June 30, 2017. The target of 7.5% is the two-year average of the WEDC loan portfolio. The national average for economic development Revolving Loans are approximately 10% (source: U.S. Department of Commerce, Office of Inspector General).			

## Customer Satisfaction


Website visibility				
<b>Metric Definition</b>	Website sessions.			
Goal Met	Current	Previous	Target	Trend
	69,858	78,414	68,750	
<b>Reporting Cycle</b>	Quarterly (April 1, 2017 - June 30, 2017)			
<b>Additional Details</b>	A session is the period of time a user is actively engaged with your website. All usage data (screen events, ecommerce activities) is associated with a session. Our annual target is 275,000.			


Generated leads from marketing				
<b>Metric Definition</b>	Leads generated from marketing activities.			
Goal Met	Current	Previous	Target	Trend
	802	696	875	
<b>Reporting Cycle</b>	Quarterly (April 1, 2017 - June 30, 2017)			
<b>Additional Details</b>	Leads recorded in our customer relationship management system attributable to marketing activities. Our annual target is 3,500. We have reduced our online lead-generation quantity goals for FY17, focusing on increasing the quality of leads gained through this channel. However, we've left the total goal the same for the year (3,500) given our projection of leads likely to be generated by WEDC-hosted events.			


## Open and Transparent Government


Total number of public records requests received		
Metric Definition	Total number of <a href="#">public records</a> requests received from 12am CST, April 1, 2017 through 11:59pm	
Current	Previous	Trend
10	N/A	N/A
Reporting Cycle	Quarterly (January 1, 2017 - March 31, 2017)	
Additional Details	Executive Order #235 requires agencies to post public records metrics. Requests may be received	


Total number of public records requests completed		
Metric Definition	Total number of <a href="#">public records</a> requests completed from 12am CST, April 1, 2017 through 11:59pm	
Current	Previous	Trend
10	N/A	N/A
Reporting Cycle	Quarterly (January 1, 2017 - March 31, 2017)	
Additional Details	Executive Order #235 requires agencies to post public records metrics. Completed or closed mea	

Average time taken to fulfill public records requests				
<b>Metric Definition</b>	Total time taken (in business days) to fulfill <a href="#">public records</a> requests divided by the total number o			
 <b>Goal Met</b>	<b>Current</b>	<b>Previous</b>	<b>Target</b>	<b>Trend</b>
	5.87	N/A	10	N/A
<b>Reporting Cycle</b>	Rolling average updated quarterly (April 1, 2017 - June 30, 2017)			
<b>Additional Details</b>	Executive Order #235 requires agencies to post public records metrics. This metric includes reque			

Percentage of public records requests acknowledged within one business day				
<b>Metric Definition</b>	Percentage of <a href="#">public records</a> requests sent to the agency's primary public requests inbox and ackn			
 <b>Goal Met</b>	<b>Current</b>	<b>Previous</b>	<b>Target</b>	<b>Trend</b>
	94%	N/A	100%	N/A
<b>Reporting Cycle</b>	Quarterly (April 1, 2017 - June 30, 2017)			
<b>Additional Details</b>	This does not include requests sent via channels other than the primary public requests inbox. Ac			

Percentage of current employees completing public records training				
<b>Metric Definition</b>	Percentage of current employees that completed public records training by March 1 of each calen			
 <b>Goal Met</b>	<b>Current</b>	<b>Previous</b>	<b>Target</b>	<b>Trend</b>
	100	N/A	100%	N/A
<b>Reporting Cycle</b>	Annual (March 1, 2016 - February 28, 2017)			
<b>Additional Details</b>	Public records training is available to state employees via our enterprise learning management sy			

Percentage of new employees completing public records training				
<b>Metric Definition</b>	Percentage of new employees that completed public records training with 30 calendar days of th			
 <b>Goal Met</b>	<b>Current</b>	<b>Previous</b>	<b>Target</b>	<b>Trend</b>
	100	N/A	100%	N/A
<b>Reporting Cycle</b>	Rolling average updated quarterly (April 1, 2017 - June 30, 2017)			
<b>Additional Details</b>	Public records training is available to state employees via our enterprise learning management sy			

Percentage of exiting employees that received notice of public records retention obligations				
<b>Metric Definition</b>	Percentage of exiting employees that received notice of public records retention obligations on o			
 <b>Goal Met</b>	<b>Current</b>	<b>Previous</b>	<b>Target</b>	<b>Trend</b>
	100	N/A	100%	N/A
<b>Reporting Cycle</b>	Quarterly (April 1, 2017 - June 30, 2017)			
<b>Additional Details</b>	It is required that all exiting employees receive notice of public records retention obligations on c			

7. Historical



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